AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claim 1 (currently amended): A method of buying media resources for an advertising campaign comprising the steps of:

creating a client job order;

transmitting a first mobile agent with a media availability query to a potential vendor;

receiving, via said first mobile agent, media availability from said potential vendor;

processing said first mobile agent to create a media buy confirmation and, in response, creating a second mobile agent representing said media buy confirmation; and

transmitting said second mobile agent representing said media buy confirmation to said potential vendor.

Claim 2 (currently amended): The method of claim 1 further comprising the steps of:

receiving, via said second mobile agent, said media buy confirmation from said potential vendor.

Claim 3 (currently amended): The method of claim 1 further comprising the steps of:

generating a buy authorization form including a first level of detail characterizing said advertising campaign;

accepting, via a third mobile agent, said buy authorization form;

processing said third mobile agent, and

identifying potential vendors and, in response, generating said first mobile agent containing said media availability query to said potential vendor.

Claim 4 (currently amended): The method of claim 3 further comprising the steps of:

generating a media campaign proposal and, in response, creating a fourth mobile agent representing said media campaign proposal;

transmitting said fourth mobile agent representing said media campaign proposal to said a

client;

accepting, a fifth mobile agent, indicating client approval of said media campaign; and

processing said fifth mobile agent to include information contained in said media

campaign in said media buy confirmation.

Claim 5 (currently amended): The method of claim 1 further comprising the steps of:

returning a sixth mobile agent representing an ~~add~~ ad run confirmation;

processing said sixth mobile agent to create a ~~postlog~~ post-log entry and, in response,

creating a discrepancy notification.

Claim 6 (currently amended): The method of claim 5 further comprising the steps of:

creating a seventh mobile agent requesting a third party ~~add~~ ad run confirmation;

transmitting said seventh mobile agent representing said third party ~~add~~ ad run

confirmation request to said third party; and

returning said seventh mobile agent representing third-party ~~add~~ ad run confirmation.

Claim 7 (currently amended): The method of claim ~~1~~ 3 wherein said step of accepting

said buy authorization form includes a step of modifying data contained in ~~said~~ a job order.

Claim 8 (original): The method of claim 1 wherein one of said steps of transmitting

includes receipt of a corresponding one of said mobile agent and in response, automatic retrieval

of data from a database in fulfillment of data requested by said corresponding one of said mobile

agent.

Claim 9 (original): The method of claim 1 further comprising the step of:

maintaining a database recording a state of each of said mobile agents.

Claim 10 (currently amended): The method of claim 1 further comprising the step of:

reformatting data contained in at least one of said mobile agents to interface with a

computer system used by an intended recipient of said at least one of said mobile ~~agent~~ agents.

Claim 11 (currently amended): A computer system configured to perform the following

steps:

transmitting a first mobile agent with a media availability query to <u>one or more</u> ~~potential~~ <u>pre-selected</u> vendor<u>s</u>;

receiving, via said first mobile agent, media availability from said <u>one or more</u> ~~potential~~ <u>pre-selected</u> vendor<u>s</u>;

processing said first mobile agent to create a media buy confirmation and, in response, creating a second mobile agent representing said media buy confirmation; and

transmitting said second mobile agent representing said media buy confirmation to said <u>one or more</u> ~~potential~~ <u>pre-selected</u> vendor<u>s</u>.

Claim 12 (currently amended): The computer system of claim 11 further configured to perform the follow step:

receiving, via said second mobile agent, <u>media</u> buy confirmation from said <u>one or more</u> ~~potential~~ <u>pre-selected</u> vendor<u>s</u>.

Claim 13 (currently amended): The computer system of claim ~~8~~ <u>11</u> further configured to perform the following steps:

generating a buy authorization <u>form</u> including a first level of detail characterizing ~~said~~ <u>an</u> advertising campaign;

accepting, via a third mobile agent, said buy authorization <u>form</u>;

processing said third mobile agent; and

identifying <u>one or more</u> ~~potential~~ <u>pre-selected</u> vendors and, in response, generating said first mobile agent containing said media availability query to said <u>one or more</u> ~~potential~~ <u>pre-selected</u> vendor<u>s</u>.

Claim 14 (currently amended): The computer system of claim 13 further configured to perform the following steps:

generating a media campaign proposal and, in response creating a fourth mobile agent representing said media campaign proposal;

transmitting said fourth mobile agent representing said media campaign proposal to ~~said~~ <u>a</u> client;

accepting, via a fifth mobile agent, client approval of said media campaign; and

processing said fifth mobile agent to include information contained in said media campaign in said media buy confirmation.

Claim 15 (currently amended): The computer system of claim 11 further configured to perform the steps of:

returning a sixth mobile agent representing ~~add~~ ad run confirmation;

processing said sixth mobile agent to create a ~~postlog~~ post-log entry and, in response, creating a final discrepancy notification.

Claim 16 (currently amended): The computer system of claim 15 further configured to perform the steps of:

creating a seventh mobile agent requesting a third party ~~add~~ ad run confirmation;

transmitting said seventh mobile agent representing said third party ~~add~~ ad run confirmation request to said third party; and

returning said seventh mobile agent representing third-party ~~add~~ ad run confirmation.

Claim 17 (currently amended): The computer system of claim ~~11~~ 13 wherein said step of accepting includes a step of modifying data contained in ~~said~~ a job order.

Claim 18 (original): The computer system of claim 11 wherein one of said steps of transmitting includes receipt of a corresponding one of said mobile agent and in response, automatic retrieval of data from a database in fulfillment of data requested by said corresponding one of said mobile agent.

Claim 19(original): The computer system of claim 11 further configured to perform the step of:

maintaining a database recording a state of each of said mobile agents.

Claim 20 (currently amended): A computer program contained on a computer readable media configured to perform the steps of:

transmitting a first mobile agent with a media availability query to a potential vendor;

receiving, via said first mobile agent, media availability from said potential vendor;

processing said first mobile agent to create a media buy confirmation and, in response,

creating a second mobile agent representing said media buy confirmation; ~~and~~

transmitting said second mobile agent representing said media buy confirmation to said potential vendor~~.~~;

returning a third mobile agent representing an ad run confirmation; and

processing said third mobile agent to create a post-log entry and, in response, creating a discrepancy notification.

Claim 21 (currently amended): The computer program of claim 20 further configured to perform the steps of:

generating a buy authorization form including a first level of detail characterizing ~~said~~ an advertising campaign;

accepting, via a ~~third~~ fourth mobile agent said buy authorization form;

processing said ~~third~~ fourth mobile agent; and

identifying potential vendors and, in response, generating said first mobile agent containing said media availability query to said potential vendor.

Claim 22 (currently amended): The computer program of claim 20 further configured to perform the steps of:

generating a media campaign proposal and, in response creating a ~~fourth~~ fifth mobile agent representing said media campaign proposal;

transmitting said ~~fourth~~ fifth mobile agent representing said media campaign proposal to ~~said~~ a client;

accepting, via a ~~fifth~~ sixth mobile agent, client approval of said media campaign; and

processing said ~~fifth~~ sixth mobile agent to include information contained in said media campaign in said media buy confirmation.

Claim 23 (new): The method of claim 1 wherein said potential vendor is a pre-selected vendor.

Claim 24 (new): The computer system of claim 11 further configured to perform the step of developing a client job order.

Claim 25 (new): The computer program of claim 20 wherein said potential vendor is a pre-selected vendor.

Claim 26 (new): The computer program of claim 22 further configured to perform the step of:

developing a client job order.